

# Hansen's Dairy best described as a survivor

By Harry Maier  
Of the Press-Gazette

Hansen's Dairy can best be described as a survivor.

Today, it is the only dairy operating in Green Bay. Back in the 1940s, there were more than 50.

Actually, the company operates under two names, Hansen's Dairy Inc., and Hansen's Dairy Stores Inc., both located at 1756 University Ave.

Howard Hansen, 53, is president of both, serving as the third generation of the family to head the company.

He's not entirely sure when the company started but says it was "sometime right after World War I."

The company was begun by Thorval Rasmussen, Howard's grandfather, who worked in the shipyards at Sturgeon Bay during the war.

He had a 10-acre farm near what is Perkins Park today, and sold milk to his neighbors, usually twice a day right after milking.

At that time, the operation was known as Rasmussen's Dania Dairy, "named after a city Thorval liked in Florida," according to Hansen.

Thorval was joined by his son-in-law, Art Hansen, in 1932. Art wanted to expand the business to the city's East Side, and for several years, he and Thorval were the only two route men.

About 1940, the Hansen's Dairy name was adopted and the company rented a building at North Webster and Cedar streets, where its own bottling works were started. The dairy moved to the present location in 1948. That's where the dairy started making its homogenized milk.

Howard Hansen joined the company in the late 1940s, just about the time that Fairmont Dairy added a paper carton machine.

"That marked the end for glass bottles. Most of the small dairies couldn't afford carton machines and gradually went out of business," Hansen said.

At one time, all the milk came in glass bottles. Today, 30 percent is glass, 50 percent plastic and 20 percent cartons.

In an effort to learn more about the dairy business, Hansen took a short course at the University of



## Shop talk

Wisconsin, where he learned about dairy manufacturing, especially ice cream.

Upon his return in 1952, Hansen's launched the first of several diversification projects.

"We made ice cream the old-fashioned way, using quality products with close attention to the entire production operation," Hansen said, adding "that policy hasn't changed" even though it has meant charging a higher price for the product.

Quality starts with the source — milk, Hansen said. The dairy buys its milk from about 14 area farmers, using about 15,000 gallons a week.

"For ice cream to retain its texture and flavor, it requires special handling and treatment," Hansen said.

The ice cream is made and packaged at about 20 degrees Fahrenheit and stored at 20 degrees below zero. Nearly 70 flavors are offered.

"Self-defrost refrigerators are the hardest on ice cream," he said, explaining that constant changes in temperatures affect the stability of the water in the ice cream, which causes it to crystallize.

The sales territory pretty much is centered in the Green Bay-De Pere area, with the Sure Way stores as the biggest single customer.

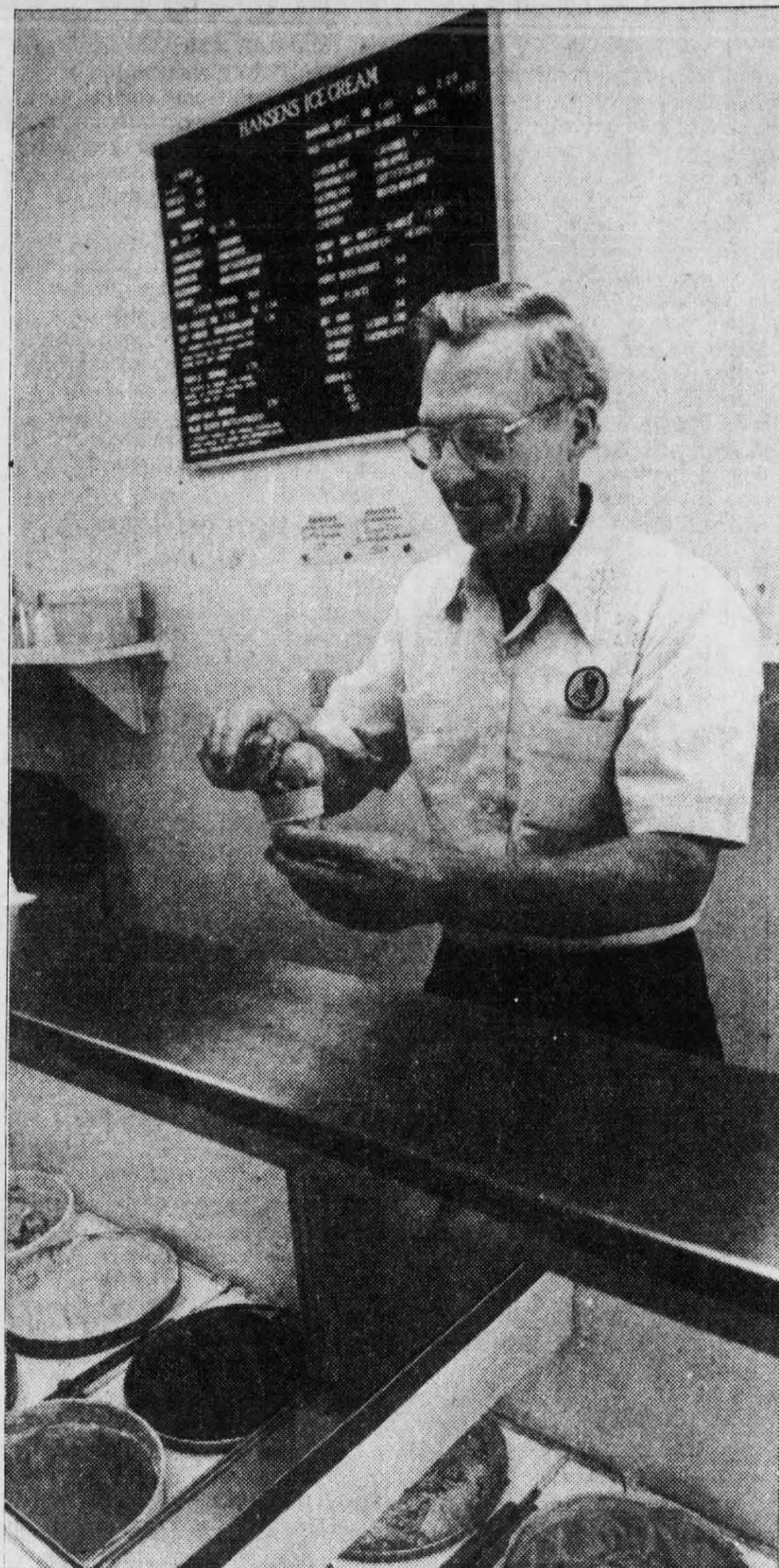
Independent distributors also sell Hansen products in the Chicago, Milwaukee, Door County and Upper Michigan regions.

Diversification has been a company policy for years.

Hansen's started its first retail store adjacent to the dairy in 1948.

Since then, it has opened six more, the latest this fall at East Mason and Abrams streets. Others are in Green Bay, Ashwaubenon, Allouez and De Pere.

"Although we made our reputation on milk and ice cream, we haven't stopped there," Hansen said.



Press-Gazette photo by Ken Behrend

**Cold scoop:** Howard Hansen, third-generation president of Hansen's Dairy, fills an ice cream cone at the company's newest store on East Mason and Abrams Street.

Hansen's has added other food-stuffs such as pizzas, submarine sandwiches and carry-out chicken to its list.

Sales have been good, reaching \$2 million annually for Hansen's Dairy and \$3 million for Hansen's Dairy Stores.

"We've set our sights on about a 10 percent sales gain a year," Hansen said.

Howard Hansen succeeded his father, Art, as president "about 15 years ago."

Now the third generation is receiving help from the fourth generation. Daughter Nona works in the office and her husband, Doug Litzelman, is vice president of the production plant. Total employment has reached 100 persons.



# Dairy stores multiply by seven

## Hansen's grows from milk route to pizza, sandwich seller

By Peg Schmeling

Press-Gazette

The route followed by Hansen's Dairy has gone from delivering milk for neighbors after World War I to selling milk, ice cream, pizza and sub sandwiches at seven local stores.

Business has grown consistently over the years and tripled in the past decade for Hansen's, a locally owned and operated enterprise.

Part of the firm will soon be in the I-43 Business Center on Green Bay's far east side. A new office, pizza production facility and warehouse at 930 Goddard Way will be in full use by mid-January, said Howard Hansen, president of Hansen's Dairy Stores and Hansen's Dairy.

Hansen's now has seven stores in the Green Bay metropolitan area. The newest one opened in mid-1990 at 2363 W. Mason St.

The company employs about 160 people in its stores and 25 in the office and plant.

The dairy was begun by Thorval Rasmussen, who had a 10-acre farm near what is now Perkins Park on the west side. Initially, the dairy was called Rasmussen's Dania Dairy, named after a city Thorval liked in Florida.

By 1932, Rasmussen was joined by his son-in-law, Art Hansen, who expanded the business to the east side. About 1940, the name Hansen's Dairy was adopted and the company rented a building at North Webster Avenue and Cedar Street to start its own bottling works.

The move to 1756 University Ave. was made in 1948. That building has been remodeled several times and has housed the office and bottling operations.

In the 1940s, more than 50 dairies were in the Green Bay metro area. Then paper carton machines were introduced and most of the small dairies fell by the wayside because they couldn't afford to switch.

"We stuck with the bottling and it paid off," Hansen said. "Today, 73 percent of our product is in glass bottles."

Hansen's also has the only remaining home delivery route in the Green Bay metro area.

Jim Seiler, who delivers for Hansen's, has about 300 homes on his route.

Howard, who is Art's son, took a short course at the University of Wisconsin-Madison in the early 1950s and started full time with the dairy in 1952. He had studied ice-cream making in Madison and added that product to the firm's offerings.

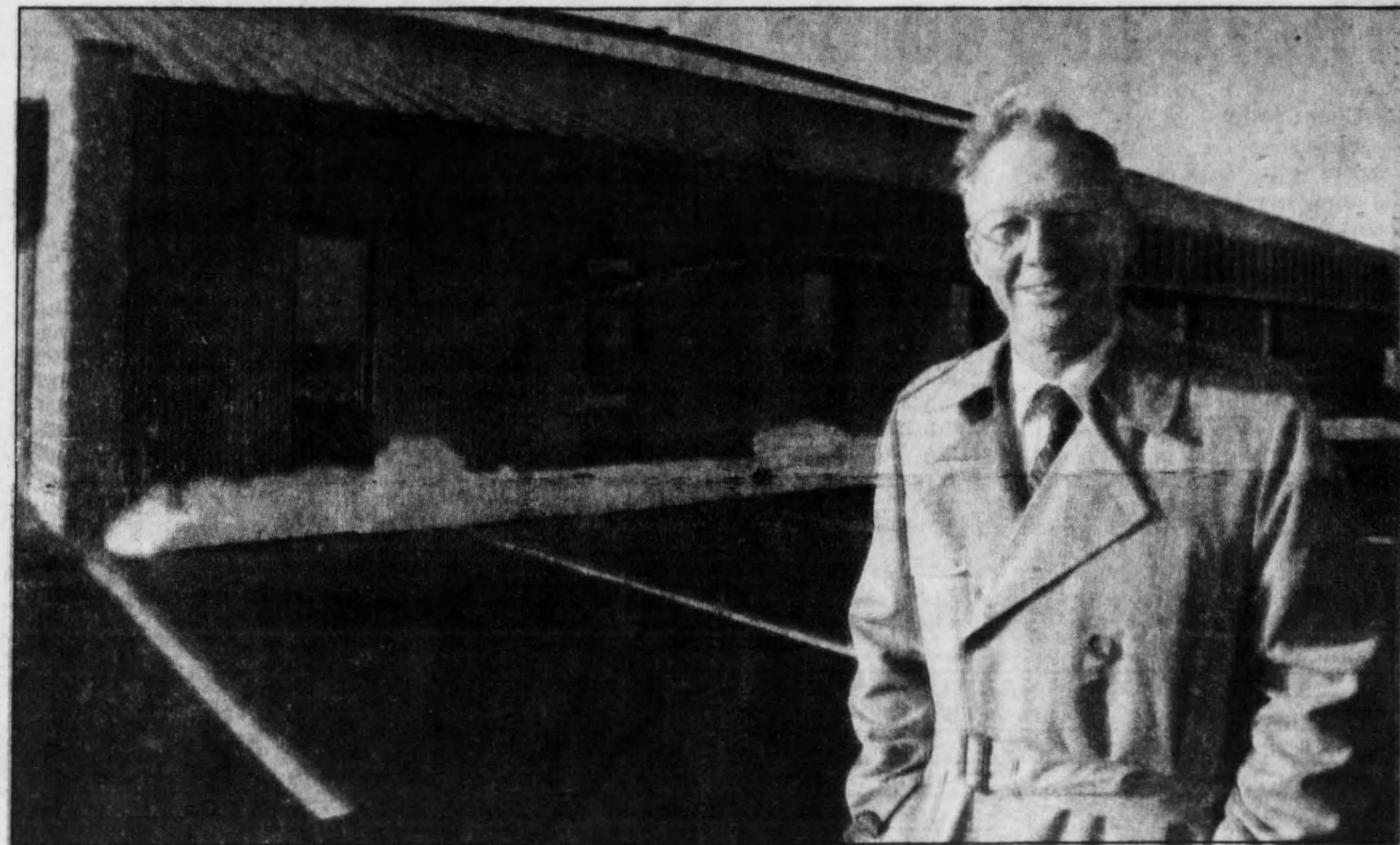
"I have been the ice cream man all these years," Hansen said.

He invented Sneakers Bar, one of the dairy's most popular flavors. He has had calls from competitors wanting to learn his secret recipe.

Hansen said the stores offer about 70 flavors of ice cream.

"We are always looking for new ideas — new flavors," he said.

Employees turn out about 15,000 pizzas



Press-Gazette photo by Sandee Gerbers

**Happy Hansen:** Howard Hansen, president of Hansen's Dairy Stores and Hansen's Dairy, stands outside the company's new building in the I-43 Business

Center. The company started as a dairy and now has seven stores in the Green Bay area, although it still operates a dairy home delivery service.



Hansen's Dairy Stores and Hansen's Dairy.

**Stores:** 620 Gray St., 1698 E. Mason St., 2363 W. Mason St., 2180 S. Ridge Road, 1742 University Ave., 1329 S. Webster Ave., 313 Reid St., De Pere.

**President:** Howard Hansen

**Products:** Milk, ice cream, pizza, sub sandwiches.

a week, year-round, and assemble 10,000 to 11,000 sub sandwiches each week.

Workers at each store make fresh pizzas and bake the bread for the subs sold there. Frozen pizzas for distribution and fundraising are made at 2180 S. Ridge Road, but that operation will be moved to the I-43 Center location.

Pizzas have been a popular addition to the Hansen line. The Ridge Road facility was built in 1979, for the wholesale market.

Wholesale distribution has grown substantially in the past decade, Hansen said.

Eight years ago, the first distributor was added. Now there are six.

Sub sandwiches were added in the early 1980s.

The I-43 Center facility will have a new pizza assembly line operation. It will also include a 20-foot-high walk-in freezer measuring about 40 feet by 22 feet, an office for the US Department of Agriculture inspector, warehouse, meeting rooms and offices.

Offices at University Avenue and Ridge Road locations will be moved to the new facility. Glass shelves at the entryway will display the cow collection of Art Hansen's wife, Nora.

Although the company now advertises, for many years Hansen's was able to rely on word of mouth to let people know about

its products.

"We always felt that if we made the best quality we could, the people would come for it," Hansen said. However, even with a quality product it's necessary to advertise today, he said.

Pizza coupon sales are popular fundraisers in the Green Bay area, Hansen said. "We give most of the profit to the organization."

Some pizza coupon sellers earn several thousand dollars for their groups, he said.

Hansen's uses tomato puree from California as a base for its pizzas.

Hansen said there's a trick to making a tasty pizza. There's a delicate balance between the ingredients that makes you want to eat more.

There's a fourth generation active at Hansen's now.

Hansen's daughter, Nona Litzelman, is vice president and controller of Hansen's Dairy Stores, and her husband Doug is vice president and milk and ice cream plant manager. Art Hansen is chairman of the board.

"We plan that this family company is going to keep on rolling," Howard Hansen said.

Other managers include Ron Schauer, vice president and store sales coordinator, and Pat Kornely, pizza manufacturing manager.



# Hansen Dairy sold to investors group

■ New owners pledge to continue reputation and plan to expand

By Tom Murphy

Press-Gazette

The anticipated sale of Hansen's Dairy and seven Hansen's Dairy Stores was completed Tuesday.

A local investor's group, headed by Chuck Martin, purchased the dairy, pizza manufacturing and seven retail operations from Howard Hansen. Hansen was the third generation to run the business.

The owners plan to continue Hansen's reputation for freshness, taste and quality, Martin said.

Martin held various financial and quality management positions with Gold Bond Ice Cream and Schreiber Foods before heading the investors' group.

"It is our intent to capitalize on these product strengths and improve Hansen's in every way we can including facilities and service."

"We plan on looking at the products we offer in the store and want to manufacture as many as we can ourselves," Martin said.

"We also do plan on expanding outside of Green Bay."

Hansen's has about 200 employees in all facets of its operations and plans to use the retail format now in its West Mason Street store.

Howard Hansen said, "I have a lot of pride in this business, the people associated with it, and in the products we've offered our customers all these years."

"In thinking about the future, I just decided that now was a good time to step back and give someone else an opportunity to take Hansen's to the next level."

Hansen's Dairy was founded in 1912 by Thorval Rasmussen, Howard's grandfather.

Howard's father, Art Hansen, joined Rasmussen in the business in 1932 and Howard came on board in the late 1940s.

The purchase includes Hansen's corporate headquarters in the I-43 Business Center, Martin said.

Howard Hansen said last fall that he and his siblings were exploring sale of the operation.

The new owners will continue Hansen's popular fund-raising program, Martin said, including coupon sales by non-profit groups.

In addition to local operations, Hansen's has six distributors in the state and Upper Michigan.

# IN BRIEF

Region

## Hansen's closes two restaurants

Hansen's Dairy & Deli has closed restaurants at 1742 University Ave. in Green Bay and 2180 Ridge Road in Ashwaubenon.

The company is part of Hansen Companies Inc., which also operates fundraising and wholesale and manufacturing divisions.

Five restaurant locations remain: 1698 E. Mason St., 2363 W. Mason St. and 620 Gray St. in Green Bay; 1329 S. Webster Ave. in Allouez; and 330 Reid St. in De Pere. A location on Velp. Avenue in Green Bay closed last January.

— Elaine Kauh/Press-Gazette





Tara Boulanger, right, and Rodney Jones, both assistant general managers, assemble pizzas Wednesday at Hansen's Dairy & Deli, 1698 E. Mason St. Photos by Evan Siegle/Green Bay Press-Gazette

# Deli reaches into past looking for future success

Former owners and managers helping to improve specialty chain

BY RICHARD RYMAN

rryman@greenbaypressgazette.com

The owners of Hansen's Dairy & Deli stores believe their company's future is in the past.

Since buying the company in 2006, Larry Verheyden of Bay Lakes Food Group has been working to restore Hansen's to the kind of operation it was before Howard Hansen sold it in 1995. Helping him do so is Hansen himself and several of Hansen's former store managers, including Pat Kornely and Bob Vanden Heuvel.

Hansen's is an unusual player in the fast-food market because it offers fried chicken, sub sandwiches, pizza, ice cream and bottled milk. There is no one competitor that does what it does, but dozens who do one thing or another.

Kornely said the previous owners sacrificed quality for efficiency and profit.

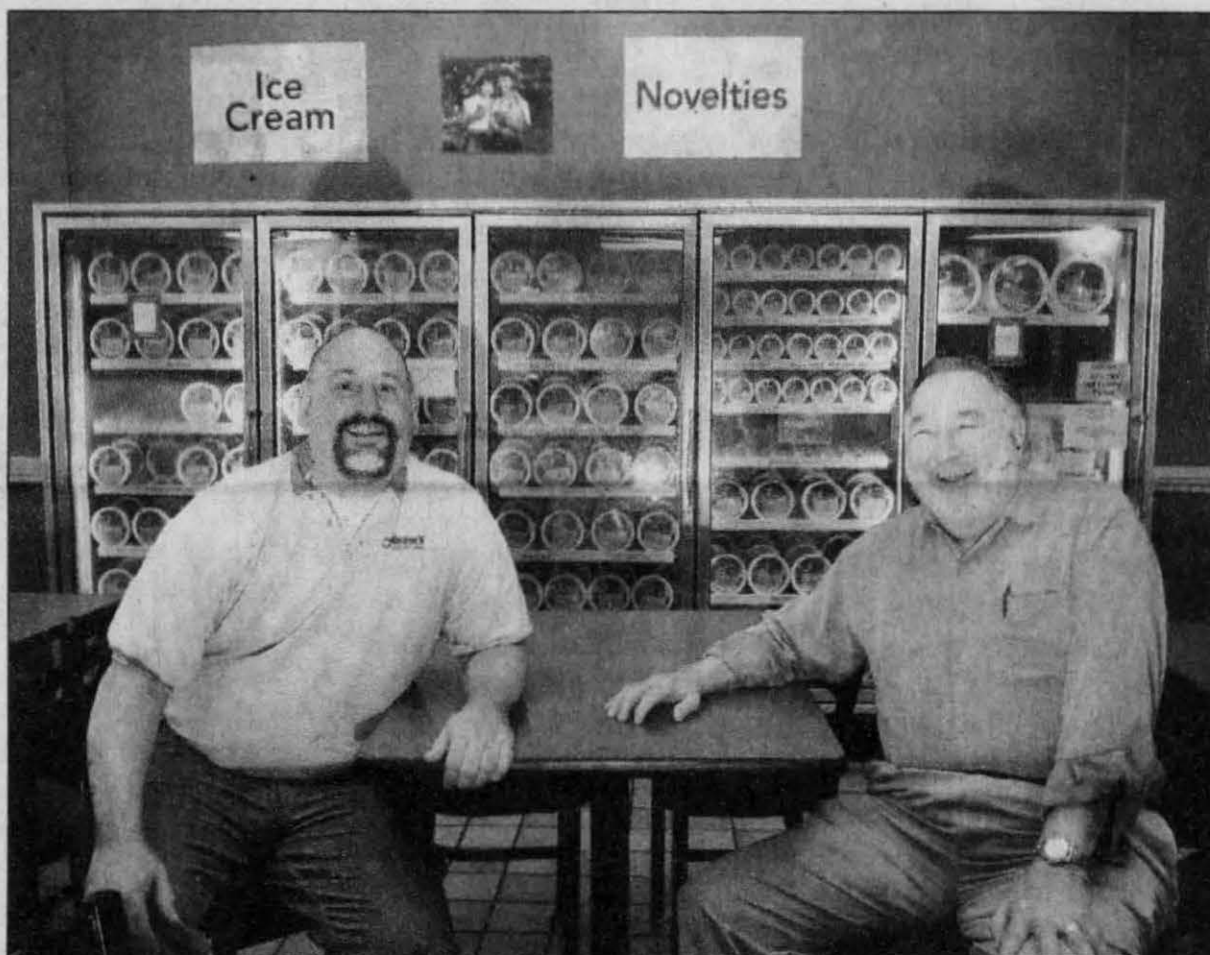
"They started doing the numbers game. Instead of four ounces of meat on a sandwich, they used two and-half ounces," he said. "I think quality is our edge."

Verheyden has re-established contacts with local suppliers and returned fresh ingredients to subs and pizzas.

Milk comes from Lamers Dairy in Appleton, bread from Quaker Bakery Co. in Appleton, produce from Zimonick Bros. Produce Inc. of Green Bay, ice cream from Cedar Crest in Manitowoc and spices from



Howard Hansen



Larry Verheyden, left, owner, and Pat Kornely, consultant, sit Wednesday at Hansen's Dairy & Deli, 1698 E. Mason St.

## Hansen's Dairy & Deli

Hansen's Dairy & Deli stores, owned by Bay Lakes Food Group, Green Bay, are at:

- 1698 E. Mason St., Green Bay
- 2363 W. Mason St., Green Bay
- 620 Gray St., Green Bay
- 1329 S. Webster Ave., Allouez
- 2480 Velp Ave., Howard

— Press-Gazette

a family-owned company in Madison.

| TAKE-N-BAKE OR BAKED |      |      |      |                 |      |
|----------------------|------|------|------|-----------------|------|
|                      | 1"   | 12"  | 14"  | APPETIZERS      |      |
| Crab                 | 2.99 | 4.99 | 5.99 | White Wedges    | 1.69 |
| 1 Topping            | 3.49 | 5.49 | 6.99 | French Fries    | 1.49 |
| 2 Toppings           | 3.69 | 5.69 | 7.19 | Chicken Fry     | 1.49 |
| Deluxe               | 3.89 | 5.89 | 7.39 | Chicken Tenders | 5.99 |
| Garden of Eatin'     | 3.99 | 5.99 | 7.49 | Onion Rings     | 2.49 |
| Extra Toppings       | 4.29 | 6.29 | 7.79 | Shrimp          | 3.99 |
| Extras               | 60   | 1.30 | 1.60 | Waffles         | 3.99 |
| Soup of the Day      | 2.99 |      |      | Potato Fries    | .99  |
| Chili                | 3.99 |      |      | Cheese Fries    | .99  |

Prices are posted on a chalkboard Wednesday at Hansen's Dairy & Deli, 1698 E. Mason St.

► See Hansen's, E-2



# Hansen's/Business plans Appleton expansions

## ► From E-1

The order of popularity by customers is chicken, ice cream, pizza and subs, Kornely said.

Though it is not profitable to do so, Hansen's stores continue to sell bottled milk, Verheyden said.

"Customers told me, 'You better not get rid of that bottled milk,'" he said.

Stores are being spruced up with new paint, new furniture and other improvements. Verheyden said previous owners did not reinvest in the stores.

"You've got to do that to survive," Hansen said.

Building a customer service culture also is a priority.

"We are trying to be friendlier than anywhere else," Kornely said. "We are trying to get the kids to realize the person that walks through the door is your best friend."

Verheyden said they are pushing a team concept in each of the stores and to better train managers.

"You have to have good management in the stores. That is an important thing," Hansen

said.

Kornely said sales coordinator Sam Ward is working to bring back pizza, ice cream and sub coupons, which were once popular, and handling fund-raising and catering services.

It should be noted, the Hansen's operation owned by Bay Lakes Food is separate from Hansen's Frozen Foods and Hansen's Fundraising, both located in the I-43

Business Center. Verheyden said that is a source of constant confusion.

Verheyden is betting that better quality and better taste will lead people back into their stores.

"What I like is when people say, 'I went back to Hansen's and that's how it used to taste,'" Verheyden said.

Kornely said they are putting fresh meat on pizzas and coating chicken with the original-formula breading.

"It's a shame they went

away from the formulas," Hansen said of the other owners.

Verheyden said putting real cheese back on the pizzas also allows them to use the "Real Cheese" logo, and they are getting daily produce deliveries

**"We are trying to get the kids to realize the person that walks through the door is your best friend."**

— Pat Kornely, consultant

so they don't have to use lettuce with preservatives.

Innovation is back as well. Kornely said one store is experimenting with wraps — "we are five years behind"

— and they are thinking about offering some Hispanic foods.

Hansen said he shared profits with his store managers, which encouraged creativity. Kornely, for example, added sub sandwiches to the menu, and Ron Schauer was responsible for pizzas.

Hansen wasn't always convinced his managers had good ideas. He told Kornely that people could make sandwiches at home, so why would they come to his store to buy them?

"We started selling 15 or 20 a day, then 50 a day, then up to 200 a day," Kornely said.

Verheyden said they plan on opening two stores in Appleton in the next year and will follow that with a store in the De Pere-Ashwaubenon area. Over the summer, they reopened a store on Velp Avenue in Howard that had been closed by Dairy Direct.

Verheyden credited landlord Thomas Lutsey Jr. for working with them to get the Howard operation back on its feet.

"He owns three of our buildings. He's been wonderful for us," he said.

April 4, 2010

**RICHARD  
RYMAN**

News &  
Notes



# Hansen's closing causing confusion

**T**he closing of Hansen's Dairy & Deli is causing confusion, not surprisingly, for Hansen Frozen Foods Inc. and Hansen Fundraising Services Inc.

The latter two businesses, headquartered at 930 Goddard Way in the I-43 Business Center, have no connection to the dairy and deli operation, which was sold in 2005 and has had a succession of owners. The last of the Hansen's Dairy & Deli restaurants, in Allouez, closed last month after having declared bankruptcy.

The pizza and fundraising companies are going strong, according to Chuck Martin, company president.

Hansen Frozen Foods makes pizzas for about a dozen private label customers in Wisconsin, Minnesota and Tennessee.

Hansen Fundraising is a supplier to fundraising distributors in 19 states and to local schools and nonprofit groups. It supplies frozen pizzas, cookie dough, desserts, gift wrap, chocolates and imported items to those looking to raise money, and locally does a lot of direct sales.

Martin said the companies have weathered the recession quite well. The frozen pizza business has benefited from people trading down — buying more frozen pizza in the store instead of ordering delivery — and the fundraising business has held its own.

"The number of sales is increasing, but the sales per student has dropped a little bit," Martin said.

The telephone numbers for the pizza and fundraising companies are (920) 468-1020 and (800) 236-1022.

The Web site is [www.hansenfoods.com](http://www.hansenfoods.com).

Martin does not have information on the dairy and deli business, and the last owner has never returned telephone calls. The most that can be said about Hansen's Dairy & Deli is that it is no longer.



## SERVING UP FOND MEMORIES

Hansen's Dairy &amp; Deli returns just the way folks remember it

BY THOMAS ROZWADOWSKI  
trozwado@greenbaypressgazette.com

**V**irtually every customer who has walked into John and Nancy Van Lanen's refurbished restaurant has asked the same question since Hansen's Dairy & Deli opened anew in October.

On cue, their employees will point to a refrigerator case filled with glistening milk bottles for immediate reassurance.

"Is it the same Hansen's? Is it the same Hansen's?" Nancy said, laughing. "People have been very excited, but they *have* to know that it's the same."

With several locations throughout Green Bay and De Pere at its economic peak, it seemed impossible that locals would ever have to imagine Northeastern Wisconsin without Hansen's ice cream, pizza, subs and fried chicken. But stores began to close one by one over the past decade, with the last Hansen's in Allouez shutting down a year ago after its owners declared bankruptcy.

That didn't sit well with Kris Berg, a longtime Hansen's employee who told her friend, recently laid-off John Van Lanen, about the potential to lease the Hansen's name, equipment and vacant building on Gray Street in Green Bay. Wanting to pursue a venture that capitalized on his inventory management and food/beverage experience, Van Lanen didn't have to look far to understand the personal significance of Hansen's.

"This is like coming home for me," said John's wife Nancy, who grew up about four blocks from the location. "I played in the park outside. My son went to kindergarten at Elmore School. I went to Annunciation. We were married at Annunciation."

"People come in now, the parents of children I grew up with, and it all feels like home. That's how we grew up. You didn't go out of your neighborhood. This was our place. This was it."

What immediately feels familiar upon entry didn't come without its share of major renovations,



New countertops and fresh paint rejuvenated Hansen's Dairy & Deli on Gray Street in Green Bay, where the menu stays true to the store's history. **Photos by H. Marc Larson/Press-Gazette**



Yep, the milk is still in glass bottles.

though.

With help from family and friends, the Van Lanens rolled up their sleeves for 12-hour construction-filled days after water damage ruined the interior of the dormant site. New countertops and fresh coats of red paint soon brought new life to a neighborhood institution, and by the time Hansen's re-opened Oct. 11, loyal cus-

tomers were ready to dig in.

"That first week was a zoo. We had some employees tell us, 'Hey, we didn't sign up for this.' They were ready to walk out. We had to assure them that it would eventually slow down," John said,

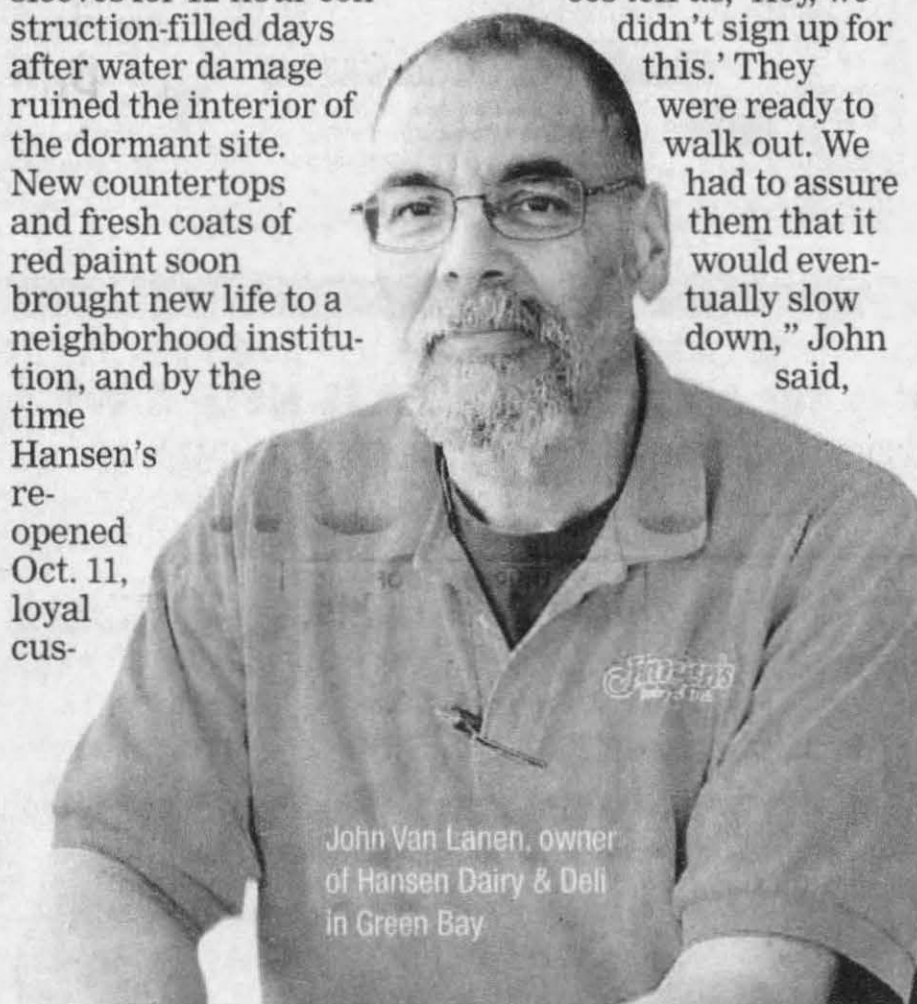
## PHOTO GALLERY

To see more photos from Hansen's Dairy & Deli, click on this story at [www.greenbayhub.com](http://www.greenbayhub.com).

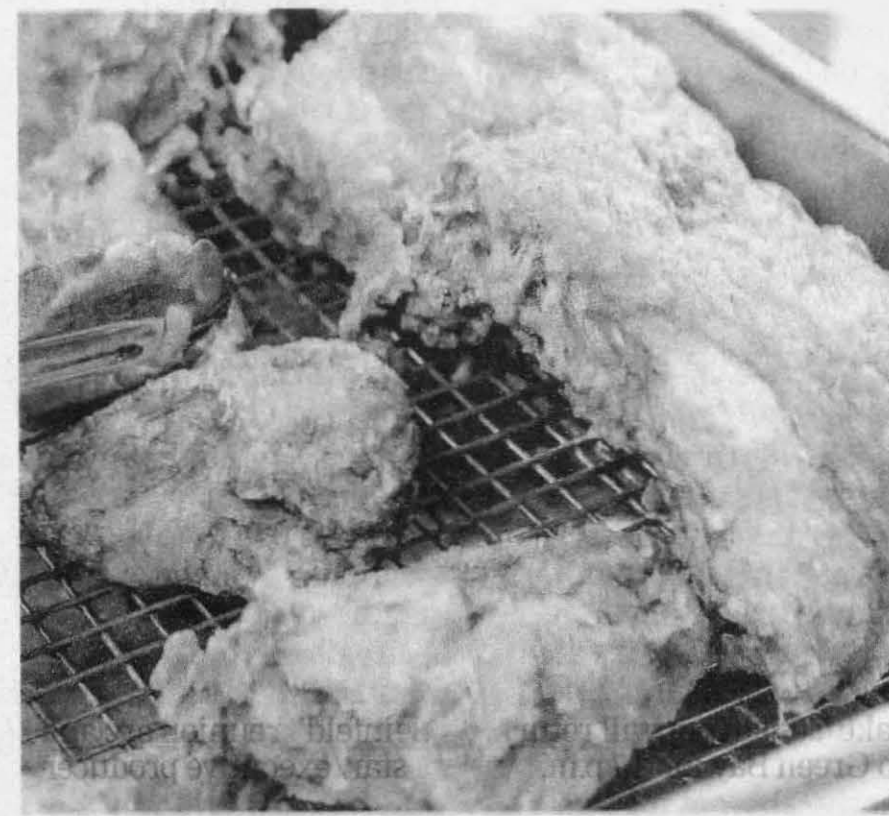
laughing.

"Even when we were working on the place, we'd get people driving past, trying to get in the door," Nancy added. "What are you opening? Are you opening Hansen's? Then they'd tell us how much they missed it, and of course, 'Is it going to be the same as before?'"

As for any pressure the Van Lanens might have felt about delivering on the promise of the Hansen's name, John said that high expectations have only been a blessing. With the deli's fresh offerings and friendly ambiance fusing



John Van Lanen, owner of Hansen Dairy & Deli in Green Bay



Chicken, a longtime favorite, comes by the piece and by the bucket.

► See Memories, D-8



# HANSEN'S AWARD WINNING ICE CREAM

**Sundaes: Sm. .... \$1.79 Reg. .... \$2.14**

Served with Hansen's award winning Vanilla Ice Cream, choice of topping, whipped cream, nuts and cherry.

|            |           |           |
|------------|-----------|-----------|
| Chocolate  | Blueberry | Pineapple |
| Strawberry | Raspberry | Caramel   |

**Extra Topping 25¢**

**Hot Fudge Sundae ..... Sm. \$1.89 Reg. \$2.29**

**Turtle Sundae ..... Sm. \$1.99 Reg. \$2.64**

Hansen's award winning vanilla ice cream,  
topped with caramel, mounds of pecans and hot fudge.  
*Hansen's most popular sundae!*

**Banana Split ..... 2.97**

Served in a banana boat with 3 scoops of Hansen's  
award winning ice cream and topped with chocolate,  
strawberry and pineapple, whipped cream, nuts and cherry.

## Old Fashioned Malts and Milk Shakes

*Rich, creamy and thick*

**Small ..... \$1.99 Regular ..... \$2.24**

|           |           |            |
|-----------|-----------|------------|
| Vanilla   | Raspberry | Blueberry  |
| Chocolate | Caramel   | Strawberry |
| Banana    |           | Pineapple  |

**Black Cow ..... \$2.14**

Root Beer & Ice Cream Whipped

**Root Beer Floats ..... \$1.79**

**Slush Floats (Seasonal) ..... \$1.79**

**Mr. Kool (Seasonal) ..... \$2.14**

Includes: Hansen's Ice Cream & Slush, Whipped

**Cones: Ice Cream**

**Baby Cone \$ .75**

**Single Dip \$ .99**

**Double Dip \$1.49**

**Colosso Cones:**

**Single Dip \$1.19**

**Double Dip \$1.69**

*Prices subject to change without notice*

## To Our Valued Customers

Our growth over the past 83 years is based on a simple commitment: Serving only quality products in a friendly manner.

We're a locally owned company, employing about 200 people. People we are proud of. People committed to serving you with a smile.

We look forward to having the chance to "Share the Happiness" with you.

Sincerely,

*Howard C Hansen*

Howard Hansen

**For your convenience,  
call your order in and save time.**

|                      |          |
|----------------------|----------|
| 2180 Ridge Road      | 497-0480 |
| 1329 S. Webster Ave. | 432-4712 |
| Webster Fax No.      | 432-5776 |
| 620 Gray St.         | 494-1090 |
| 313 Reid St., DePere | 336-1993 |
| 1698 East Mason St.  | 465-1790 |
| 1742 University Ave. | 437-0056 |
| 2363 West Mason St.  | 496-1036 |
| W. Mason Fax No.     | 496-1047 |

For information about Pizza, Ice Cream or Sub  
Sandwich Coupons for **FUND RAISERS** please call  
Hansen's Corporate Office at 468-1020.



## FRESH PIZZAS

|   | 7"     | 12"    | 14"    | DEEP PAN |
|---|--------|--------|--------|----------|
| Cheese.....   | \$1.52 | \$2.94 | \$3.94 | \$3.64   |
| Sausage.....  | \$1.74 | \$3.40 | \$4.39 | \$4.10   |
| Pepperoni.....  | \$1.74 | \$3.40 | \$4.39 | \$4.10   |
| Bacon or Canadian Bacon.....  | \$1.97 | \$3.59 | \$5.09 | \$4.99   |
| Sausage & Mushroom.....   | \$1.97 | \$4.29 | \$5.69 | \$4.99   |
| Sausage & Pepperoni.....  | \$1.99 | \$4.29 | \$5.69 | \$4.99   |
| Deluxe.....   | \$2.29 | \$5.29 | \$7.44 | \$5.99   |
| Deluxe includes: Mozzarella cheese, sausage, pepperoni, fresh or canned mushrooms, onions, green peppers. |        |        |        |          |
| Vegetarian.....   | \$2.09 | \$3.93 | \$5.63 | \$4.63   |
| includes: Mozzarella cheese, fresh or canned mushrooms, onions, green peppers, tomatoes.                  |        |        |        |          |

## BAKED PIZZAS

|  | 7"     | 12"    | 14"    | DEEP PAN |
|--|--------|--------|--------|----------|
| Cheese.....  | \$1.82 | \$3.44 | \$4.44 | \$4.14   |
| Sausage.....   | \$2.04 | \$3.90 | \$4.89 | \$4.60   |
| Pepperoni.....   | \$2.04 | \$3.90 | \$4.89 | \$4.60   |
| Bacon or Canadian Bacon.....   | \$2.27 | \$4.09 | \$5.59 | \$4.89   |
| Sausage & Pepperoni.....   | \$2.29 | \$4.79 | \$6.19 | \$5.49   |
| Sausage & Mushroom.....  | \$2.27 | \$4.79 | \$6.19 | \$5.49   |
| Deluxe.....  | \$2.59 | \$5.79 | \$7.94 | \$6.49   |
| Vegetarian.....  | \$2.27 | \$4.43 | \$6.13 | \$5.13   |
| includes: Mozzarella cheese, fresh or canned mushrooms, onions, green peppers, tomatoes. |        |        |        |          |

**Extras..... \$ .30 \$ .90 \$1.30 \$ .90**  
Pepperoni, sausage, bacon, Canadian bacon, cheese, mushrooms, black olives.

**Extras..... \$ .20 \$ .40 \$ .50 \$ .40**  
Onions, green peppers, jalapeno peppers, tomatoes.

**VOLUME DISCOUNT ON PIZZA  
BUY 10 PIZZAS OR MORE AND RECEIVE  
10% DISCOUNT**



## COLD SUBS

### Served on a White or Whole Wheat Bun

Subs No. 1 thru 15 include: tomatoes, pickles, lettuce, onion, Hansen's Special Sauce and choice of American, provolone or Swiss Cheese.

#### Please order by number

|  | Regular | Mini Sub | Party Sub |
|--|---------|----------|-----------|
| 1 Ham <i>(Hormel)</i> .....  | \$2.59  | \$1.59   | \$ 8.79   |
| 2 Ham & Bologna .....  | \$2.89  | \$1.89   | \$ 9.79   |
| 3 Ham & Salami .....   | \$2.89  | \$1.89   | \$ 9.79   |
| 4 Salami & Bologna .....   | \$2.69  | \$1.79   | \$ 8.99   |
| 5 Ham, Salami & Bologna .....  | \$3.39  | \$2.19   | \$11.79   |
| 6 Tuna Salad .....   | \$2.85  | \$1.70   | \$ 9.70   |
| 7 Turkey Breast .....  | \$2.99  | \$1.90   | \$10.20   |
| 8 Beef .....   | \$3.19  | \$1.99   | \$10.69   |
| 9 Italian <i>(Hormel)</i> .....  | \$3.49  | \$2.20   | \$11.80   |
| 10 Cheese .....  | \$2.14  | \$1.24   | \$ 7.29   |
| 11 Corned Beef .....   | \$3.19  | \$1.99   | \$10.69   |
| 12 Seafood .....   | \$2.69  | \$1.69   | \$ 9.79   |
| 13 Egg Salad .....   | \$2.44  | \$1.44   | \$ 8.59   |
| 14 Ham & Turkey Club .....   | \$3.39  | \$2.00   | \$11.80   |
| 15 Turkey & Bacon Club .....   | \$3.50  | \$2.20   | \$12.99   |
| 16 Chicken Salad .....   | \$2.99  | \$1.89   | \$10.69   |
| 19 Dieter's Delight .....  | \$2.79  | \$1.69   | \$ 9.79   |
| Turkey breast, tomatoes, pickles, lettuce, onion and Hansen's Special Sauce. |         |          |           |
| 20 B.L.T. ....   | \$2.64  | \$1.59   | \$ 8.79   |
| 21 Veggie .....  | \$2.14  | \$1.25   | \$ 7.29   |
| Lettuce, tomato, onion, pickle, mushrooms, green peppers and black olives.   |         |          |           |
| Extra meat .....   | \$ 90   | \$ 45    |           |

## JUST MEAT & CHEESE SUBS

### Served Hot or Cold

Subs No. 43 thru 49 include: larger portion of meat and choice of American, provolone or Swiss Cheese.

|  |        |        |         |
|--|--------|--------|---------|
| 43 Ham & Turkey .....  | \$3.39 | \$1.84 | \$10.99 |
| 44 Ham & Cheese .....  | \$2.59 | \$1.69 | \$ 9.99 |
| 45 Turkey & Cheese .....                                     | \$2.99 | \$1.84 | \$10.99 |
| 46 Beef & Cheese .....                                       | \$3.19 | \$2.04 | \$11.50 |
| 47 Corned Beef & Cheese .....                                | \$3.19 | \$2.04 | \$11.50 |
| 48 Chicago Style .....                                       | \$3.19 | \$2.04 | \$11.50 |
| Chicago Style includes: Beef, pizza sauce, mozzarella cheese |        |        |         |

## HOT SUBS

Subs No. 55 thru 62 include: mushroom, onion, green pepper and choice of American, provolone or Swiss Cheese.

|   | Regular | Mini Sub |
|---|---------|----------|
| 55 French Dip .....   | \$3.49  | \$2.09   |
| 56 Hot Italian .....  | \$3.59  | \$2.19   |
| 57 Philly Steak .....   | \$3.59  | \$2.19   |
| 58 Hot Beef .....   | \$3.19  | \$2.04   |
| 59 Turkey & Bacon .....   | \$3.50  | \$2.29   |
| 60 Hot Turkey .....   | \$2.99  | \$1.89   |
| 62 Hot Corned Beef .....  | \$3.19  | \$1.99   |
| 64 Chicago Style .....  | \$3.19  | \$1.99   |
| Includes: Beef pizza sauce, mozzarella cheese, mushrooms, onions & green peppers                    |         |          |
| 77 Reuben Sub .....   | \$2.99  | \$1.89   |
| Includes: Corned beef, Swiss cheese, sauerkraut, thousand island dressing on whole wheat sub bread. |         |          |

## SIDE ORDERS

|                            |        |                         |        |
|----------------------------|--------|-------------------------|--------|
| French Fries .....         | \$ .70 | Onion Rings .....       | \$ .99 |
| Box French Fries .....     | \$2.60 | Buttered Roll .....     | \$ .25 |
| Potato Wedges .....        | \$ .70 | Cole Slaw .....         | \$ .40 |
| Box Potato Wedges .....    | \$2.60 | Pint Cole Slaw .....    | \$1.49 |
| Mashed Potatoes .....      | \$ .70 | Cheese Curds .....      | \$1.49 |
| With Gravy                 |        |                         |        |
| Pint Mashed Potatoes ..... | \$2.60 | Mozzarella Sticks ..... | \$1.49 |
| With Gravy                 |        |                         |        |

## BREAKFAST SANDWICHES

Includes: egg, choice of meat and American cheese.

|                         |        |
|-------------------------|--------|
| 90 Cheese .....         | \$ .99 |
| 91 Sausage .....        | \$1.39 |
| 92 Bacon .....          | \$1.19 |
| 94 Ham .....            | \$1.19 |
| 96 Canadian Bacon ..... | \$1.19 |
| 98 Western .....        | \$1.39 |

## CHICKEN

WE FRY WITH PURE VEGETABLE OIL -  
CHOLESTEROL FREE

|  |        |
|--|--------|
| 82 Grilled Chicken Breast Sandwich ..... | \$2.99 |
|--|--------|

### DINNERS

|   |        |
|---|--------|
| 2 pc. Dark (Thigh & Leg) .....          | \$2.99 |
| 2 pc. White (Breast & Wing) .....       | \$3.39 |
| 2 pc. Breasts .....                     | \$4.49 |
| 4 pc. Half Chicken .....                | \$4.79 |
| 4 pc. White (2 Breasts & 2 Wings) ..... | \$5.19 |
| 4 pc. Dark .....                        | \$4.49 |

Dinners include: cole slaw, buttered roll, French fries, mashed potatoes and gravy or potato wedges.

|   |         |
|---|---------|
| 8 pc. Family Dinner Bucket .....  | \$11.25 |
| 12 pc. Family Dinner Bucket .....   | \$14.25 |
| Family Buckets include: 4 buttered rolls, cole slaw, box fries, mashed potatoes and gravy or potato wedges. |         |

### Buckets

|  |         |
|--|---------|
| 8 pc. 2 Wings - 2 Thighs - 2 Legs - 2 Breasts .....  | \$7.19  |
| 15 pc. 4 Wings - 4 Thighs - 4 Legs - 3 Breasts ..... | \$12.25 |
| 20 pc. 5 Wings - 5 Thighs - 5 Legs - 5 Breasts ..... | \$16.99 |

### Piece

|             |        |              |        |
|-------------|--------|--------------|--------|
| Wing .....  | \$ .45 | Leg .....    | \$ .69 |
| Thigh ..... | \$ .98 | Breast ..... | \$1.69 |

## PERCH

|                         |        |
|-------------------------|--------|
| 81 Perch Sandwich ..... | \$3.69 |
|-------------------------|--------|

### DINNERS

|   |         |
|---|---------|
| Perch Dinner .....  | \$5.49  |
| Double Perch .....  | \$8.89  |
| Dinners include: cole slaw, buttered roll, French fries, or potato wedges and tartar sauce.     |         |
| Family Dinner Bucket .....  | \$19.99 |
| Includes: Pint cole slaw, 4 buttered rolls, box French fries or potato wedges and tartar sauce. |         |

### Extras

|                    |        |                    |        |
|--------------------|--------|--------------------|--------|
| Perch Fillet ..... | \$1.35 | Tartar Sauce ..... | \$ .20 |
|--------------------|--------|--------------------|--------|

### Soup - (seasonal)

|       |                  |                    |
|-------|------------------|--------------------|
| Soup  | \$1.39 8 oz. Cup | \$2.29 16 oz. Bowl |
| Chili | \$1.69 8 oz. Cup | \$2.59 16 oz. Bowl |